

I CLAIM:

1. A derivative of an aromachemical comprising at least one isoprene unit or benzene ring, wherein at least one isoprene unit or benzene ring in the aromachemical is replaced with a benzothiophene ring, wherein the benzothiophene ring is optionally modified with one or more substituents selected from the group consisting of halo, alkyl, hydroxy, thiol, thioether, amine, carboxylic acid, ester, nitro, cyano, sulfonic acid, urea, and thiourea.

2. The derivative of claim 1, wherein the aromachemical comprises at least one isoprene unit.

3. The derivative of claim 1, wherein the aromachemical comprises at least one phenyl ring.

4. The derivative of any of claims 1-3, wherein the aromachemical comprises at least one aldehyde group, wherein further at least one aldehyde group in the aromachemical is replaced with a nitrile, methyl ether, ester or acetal group.

5. A composition comprising a compound of any of claims 1-4, together with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.

6. The composition of claim 5, wherein the compound is present in an amount that is at least 30 percent by weight of the composition.

7. The composition of claim 5, wherein the compound is present in an amount that is at least 60 percent by weight of the composition.

8. A perfuming composition or perfumed article containing as a perfuming ingredient a compound, or a mixture of compounds, of any of claims 1-4.

9. The perfuming composition of claim 8, wherein the compound or mixture of compounds is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.

10. A perfuming composition or perfumed article according to claim 8, in the form of a perfume or cologne, a soap, a bath or shower gel, a shampoo or other hair care product, a

cosmetic preparation, a body deodorant or antiperspirant, an air freshener, a fabric detergent or softener or an all-purpose household cleaner.

11. A body deodorant or antiperspirant, containing as a perfuming ingredient a compound, or a mixture of compounds of any of claims 1-4.

12. The body deodorant or antiperspirant of claim 11, wherein the compound or mixture of compounds is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.

13. A detergent containing as a perfuming ingredient a compound, or a mixture of compounds of any of claims 1-4.

14. The detergent of claim 13, wherein the compound or mixture of compounds is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant of current use in the art.

15. A bleach composition comprising an aromachemical derivative according to any of claims 1-4.

16. A beverage comprising an aromachemical derivative according to any of claims 1-4.

17. The beverage of claim 16, wherein the beverage is selected from the group consisting of beer, malt liquor, lemonade and cola.

18. A flavored orally-delivered product comprising an aromachemical derivative according to claim 1.

19. A method to improve, enhance, or modify the odor of a perfuming composition or a perfumed article comprising adding to said composition or said article an effective amount of a compound or a mixture of compounds of any of claims 1-4.

20. The method of claim 19, wherein the compound or mixture of compounds is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in a flavoring and/or fragrance.

21. A composition comprising benzo[4,5]thieno[3,2b]pyran-2-one, together with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.

22. The composition of claim 21, wherein the benzo[4,5]thieno[3,2b]pyran-2-one is present in an amount that is at least 30 percent by weight of the composition.

23. The composition of claim 21, wherein the benzo[4,5]thieno[3,2b]pyran-2-one is present in an amount that is at least 60 percent by weight of the composition.

24. A perfuming composition or perfumed article comprising benzo[4,5]thieno[3,2b]pyran-2-one as a perfuming ingredient a compound.

25. The perfuming composition of claim 24, wherein the benzo[4,5]thieno[3,2b]pyran-2-one is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.

26. A perfuming composition or perfumed article according to claim 24, in the form of a perfume or cologne, a soap, a bath or shower gel, a shampoo or other hair care product, a cosmetic preparation, a body deodorant or antiperspirant, an air freshener, a fabric detergent or softener or an all-purpose household cleaner.

27. A body deodorant or antiperspirant, comprising benzo[4,5]thieno[3,2b]pyran-2-one as a perfuming ingredient.

28. The body deodorant or antiperspirant of claim 27, wherein the benzo[4,5]thieno[3,2b]pyran-2-one is present in admixture with at least one other perfuming ingredient, solvent, or adjuvant suitable for use in perfumery.